

APR 15 1924

Washington, D. C.

Register of Copyrights  
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following  
named motion picture films deposited by me for registration of  
copyright in the name of Famous Players Lasky Corporation

Peter The Great -six reels


Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation  
hereby acknowledges the receipt of two copies each of the  
motion picture films deposited and registered in the Copyright  
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Peter The Great	4-16-24	©CIL 20077

The return of the above copies was requested by the said  
Company, by its agent and attorney on the 16th day of  
April, 1924 and the said Fulton Brylawski for himself, and as  
the duly authorized agent and attorney of the said Company,  
hereby acknowledges the delivery to him of said copies, and  
the receipt thereof.



APR 15 1924

©CL 20077 C

PETER THE GREAT

Photoplay in six reels

Story and scenario by Sada Cowan

Directed by Dimitri Buchowetzki

Author of the Photoplay (under section 62)  
Famous Players Lasky Corporation of U.S.

April 16



"Peter the Great" Is 6 Reels—6042 Feet Long

PARAMOUNT

# PRESS

Adolph Zukor and Jesse L. Lasky  
"PETER THE GREAT"

with  
EMIL JANNINGS

Directed by Dimitri Buchowetzki  
Manuscript by Sada Cowan and Ludwig  
A Paramount Picture

PURPOSE: To Help You Sell the

## "PETER THE GREAT", THE ROYAL LOVERS, IS THE RUSSIAN

"Peter the Great", is the story of the rise of Russia's greatest man—the man who made her a nation, the Czar who as a boy toiled in the shipyards as a common laborer and fitted himself to be one of the greatest rulers of men the world has ever known

### CAST

Peter I, Czar of Russia.....Emil Jannings  
Eudoxia, his wife.....Cordy Millowitsch  
Czarevitch, Alexis, his son.....Walter Janssen  
Menschikov, Prime Minister....Bernhard Goetzke  
Catherine, a canteen girl.....Dagny Servaes  
Aphrossinia, Alexis' sweetheart...Alexandra Sorina  
Nicodim, Patriarch of Russia.....Fritz Kortner  
The Jester.....Siegfried Behrisch

### SYNOPSIS

When Peter ascends the throne as Czar, Russia is a weak nation, struggling under the thumb of Sweden and other powers. Peter is a man of robust physique and tremendous energy and ability. He at once sets to work to make Russia a real world force.

The Russian court is shot with intrigue and scandal. Peter and his wife, who is under the domination of priests, disagree, and he divorces her, though she continues to live at the court.

Alexis is a weakling, married to the voluptuous, flirtatious Aphrossinia.

Peter determines to risk Russia's destiny in a war with Sweden. The climax of the struggle comes at Poltava. On the night before the battle Peter enters the tent of his chief general, Menschikov, to find the latter struggling with a beautiful, hot-blooded young woman, who seems rather to be enjoying the excitement. Peter seizes her in his arms and kisses her passionately. From then on she is his—the woman who later becomes the famous Catherine the Great.

When Peter that same night gives Alexis orders to lead his regiment into battle the next morning, the latter, a coward, deliberately shoots his own finger off to escape obeying. Realizing his son is yellow, Peter has the youth placed under arrest: Poltava is a glorious victory for the Russians.

Returning to the Russian capital, Moscow, Peter gives a wild party to announce his engagement to Catherine. Menschikov, who has never given up hope of possessing this seductive creature, makes love to her at every opportunity. Peter's engagement party is a mad revelry of wine, women and song.

Meantime, the deposed Czarina is plotting with the priests and revolutionaries to kill Peter and put Alexis on the throne. The revolution starts on the night of the engagement revels. Assassins break into the chamber into which Peter and Catherine have retired at the

You will delight  
Your Audiences  
When you introduce to  
them the famous

Peter the Soldier  
Peter the Destroyer  
Peter the Builder  
Peter the Cruel  
Peter the Merry  
Peter the Lover

"Peter the Great"

### Buchowetzki an Author-Director

Dimitri Buchowetzki's position in European film circles is an enviable one.

Although only thirty years of age, he has established a reputation which links his name with that of Ernst Lubitsch. Lubitsch and Buchowetzki represent in Europe the things for which Cecil B. De Mille and D. W. Griffith are known in America.

Buchowetzki's outstanding achievements include "Mad Love" and "All for a Woman."

He is a new type of continental director, who has experienced more adventures and crowded more incidents into his life than the average half dozen men enjoy.

And he is an author. Buchowetzki wrote the script for his forthcoming Paramount production, "Men," starring Pola Negri.

He has produced "Peter the Great" not merely as a spectacular costume play, but as a fast-moving true-to-life melodrama, luxurious, thrilling, appealing; a love story of regeneration, it does the heart good to see it.

RIALTO



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Press Advertisements and Post

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with  
**EMIL JANNINGS**  
Directed by Dimitri Buchowetzki  
Manuscript by Sada Cowan and Ludwig Metzger-Hollands  
A Paramount Picture

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Photoplay Magazine Rated It At Head of Their  
"Six Best Pictures of the Month" When It  
Was Shown in New York City

It Is Spoken of in the Same Breath As "The Covered  
Wagon," "Passion" and "The Four Horsemen"

Read What the Metropolitan Critics  
Had to Say About Its Premier  
at the Rivoli Theatre

Times

"Should serve as an inspiration for all producers for it gives a story of the moody Russian Czar with compelling acting, remarkable costumes, wonderful settings, original photography and lighting and capably sustained dramatic interest. It is an historical photodrama that rivals all others of its kind and one in which the director has ably counted upon his story and the acting to stir spectators without resorting to anything in the form of hokum. In the course of the seven reels one is never conscious of tediousness and none of the actors in any way mars the production."

Tribune

"We consider Emil Jannings a remarkably fine actor, and he is surrounded by remarkably fine actors and actresses. There is also that wonderful community of spirit in the whole production. The extras think and act instead of merely being a background for the principals."

Call

"The film can be compared favorably with such books as Dumas

Daily News

"There is interest in it for everybody. For the flapper there is romance; for the youth there is excitement; for scholars, the fact that the story, as dramatic as fiction, is truth; for all others there are humor and pathos of a sufficient amount."

American

"The story is historically dramatic; the settings effective, and the action is swift and compelling. There is war with Sweden—there are Patriarchs, mobs, court intrigues, and there are the extremes of pomp and beauty and sheer crudity. But it is all background for Jannings' characterization, which is so real and vivid that one is swept along with the interpretation of the moods of the tyrannic ruler—a tender father, a subjugating wooer, and a remorseful man. And dominating his entire consciousness, apart from the pity for his son and the love for Catherine, flames his one passion—'I die—but Russia—she lives.'"

Telegraph

"It is impressive, interesting, tragic and romantic. 'Peter the Great' is intended to be a companion picture to the Emil Jannings' productions, 'Deception,' 'The Loves of Pharaoh,' and 'Passion,' and is worthy of them."



Emil Jannings  
in the Paramount Picture  
'Peter the Great'

Production Mat IPA

Emil Jannings enjoys the distinction of being one of the most finished actors of the screen world. He first became known to American audiences through his masterful work in support of Pola Negri in her first picture, "Passion." Then came Paramount's

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 "Deception" in which he played  
 King Henry, VIII. This was fol-  
 lowed by "One Arabian Night"  
 and "All for a Woman." "Eyes  
 of the Mummy," starring Pola  
 Negri, followed.

Jannings achieves the triumph  
 of his screen career in the title  
 role of "Peter of Great," a Para-  
 mount production, directed by Di-  
 mitri Buchowetzki, who made  
 "Mad Love," which opens at the  
 .....Theatre next .....

**Musical Comedy Star  
 in "Peter the Great"**

Boy, have you seen Dagny  
 Servaes!

Some Servaes, I'll asseverate!  
 Slickest little morsel of femi-  
 ninity from across the ocean.

She's the lass who played with  
 Emil Jannings in "The Loves of  
 Pharaoh." She has the leading  
 woman's role opposite Jannings,  
 again in the Paramount produc-  
 tion of "Peter the Great" at the  
 .....Theatre next .....

### PUTTING IT OVER RIGHT

"Peter the Great" is the Rus-  
 sian "Birth of a Nation."

It is the story of a great na-  
 tion's rise through bloody battle  
 and raw courage, under the lea-  
 dership of one of the world's  
 greatest and bravest men, from  
 the ignominious position as cat's  
 paw for little nations to the glori-  
 ous position as world-power.

It is the story of the loves and  
 exploits of a lovable, intensely  
 human man—Peter. It shows him  
 in moments of passion with  
 many women; it shows him steal-  
 ing the heart of the voluptuous  
 tiger-woman, Catherine, away  
 from his own prime minister and  
 making her his; it shows him  
 fighting a conspiracy headed by  
 his own son and in hand-to-hand  
 conflict with the assassin who in-  
 vades the Czar's private bedroom  
 on his wedding night; it shows  
 him joking, dancing, fighting, liv-  
 ing the most intense, colorful,  
 thrill-filled life you could im-  
 agine.

*Dimitri Buchowetzki, lately  
 brought to this country to direct  
 Pola Negri pictures, and Ernst Lu-  
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 picture directors. Both are equal-  
 ly famous and equally good. Buch-  
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 own great European studio.*

Many critics consider Emil  
 Jannings the foremost motion  
 picture actor in the world, the su-  
 perior of any American player.  
 He was the star of "Passion,"  
 "Deception" and "Loves of Pha-  
 raoh"—in every one of them a  
 marvelous performer. "Peter the  
 Great" is the best performance  
 Jannings has yet offered. It ought  
 to be compulsory for every Ameri-  
 can film actor to see this picture.

The heroine of "Peter the  
 Great" is Dagny Servaes, famous  
 as the most beautiful woman in  
 Europe and Vienna's leading mu-  
 sical comedy favorite. Barons and  
 earls are prostrate at the feet of  
 the fair Dagny across the sea, and  
 you can bet your life your people,  
 especially the men, will fall for  
 her too. She is a wonderfully  
 warm, palpitating lady.



has ever known

### CAST

Peter I, Czar of Russia.....Emil Jannings  
Eudoxia, his wife.....Cordy Millowitsch  
Czarevitch, Alexis, his son.....Walter Janssen  
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The Russian court is shot with intrigue and scandal. Peter and his wife, who is under the domination of priests, disagree, and he divorces her, though she continues to live at the court. Peter's son, Alexis is a weakling, married to the voluptuous, flirtatious Aphrossinia.

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Meantime, the deposed Czarina is plotting with the priests and revolutionaries to kill Peter and put Alexis on the throne. The revolution starts on the night of the engagement revels. Assassins break into the chamber into which Peter and Catherine have retired at the climax of their love-making and attack Peter. He is wounded.

To find out who the leaders of the revolution are, Peter pretends to have been killed. His death is announced. Alexis is triumphantly about to be enthroned when Peter appears—alive! At the same time Peter's men attack the revolutionaries, who flee in terror.

But a fatal illness at last seizes Peter. Menschikov, scheming to have Catherine at any cost, keeps her a prisoner from the room in which Peter lies dying, and then informs Peter that Catherine has deserted him. But she contrives to get a note via the faithful court jester to Peter. Rising from his death bed, Peter bursts into the boudoir of Catherine just as Menschikov is about to overpower her. In a terrific struggle with Menschikov the stricken Czar falls dead. But Catherine carries his magnificent work ever onward.

### PICTURE FACTS

**Star**—Emil Jannings of "Passion," "Deception" and "The Loves of Pharaoh." He is declared by many intelligent critics to be the greatest actor on the screen today. "Peter" is by long odds his finest performance.

**Producer**—Dimitri Buchowetzki, director of "Mad Love." Produced Pola Negri's Paramount picture, "Men."

**Scenarist**—Sada Cowan and Ludwig Metzger-Hollands.

**Photographers**—Carl Courant and William Hameister.

**Theme**—The picture portrays the conflict between Peter and his faithless czarina, who has all the sinister powers of the Russian Church behind her; his mighty efforts to defeat Russia's enemies and make her a world power; the intrigues and secret scandals of the Russian court, including the rebellion of his cowardly son against him; the love affair of Peter's son and the seductive Aphrossinia; and Peter's own colorful romance with the lovely Catherine, the daughter of the regiment, and afterward the world-famous Catherine the Great.

**In the Cast**—Dagny Servaes, star of the Viennese musical comedy stage and Europe's most beautiful woman.

Peter the Merry  
Peter the Lover  
"Peter the Great"

## Buchowetzki an Author-Director

Dimitri Buchowetzki's position in European film circles is an enviable one.

Although only thirty years of age, he has established a reputation which links his name with that of Ernst Lubitsch. Lubitsch and Buchowetzki represent in Europe the things for which Cecil B. De Mille and D. W. Griffith are known in America.

Buchowetzki's outstanding achievements include "Mad Love" and "All for a Woman."

He is a new type of continental director, who has experienced more adventures and crowded more incidents into his life than the average half dozen men enjoy.

And he is an author. Buchowetzki wrote the script for his forthcoming Paramount production, "Men," starring Pola Negri.

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## RIALTO



ADOLPH ZUKOR  
AND  
JESSE L. LASKY  
PRESENT

# Peter the Great

with  
Emil Jannings

A Paramount Picture

THE most remarkable romance ever filmed! A sensation on Broadway screens—critics raved, audiences actually cheered! SEE IT!

One-column Press Ad 1A

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"The story is historical the action is swift and there are Patriarchs, men of pomp and beauty as Jannings' characterization swept along with the ruler—dominating his son and the love for Russia—she lives."

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"Was originally booked it was expected it would tremendous ovation 'Peter the Great' broke cheered the film. Great for the masterly production."

### Big Picture C

Manager ..... is brought Theatre next ..... a motion picture been hailed both in this abroad as one of the outstanding productions of the year Great."

Though the picture has a historical background, being Russia's rise under Peter the Great, the yard laborer who became the main theme concerns the romance of the Czar with his daughter of the regiment. Here are scenes of love, revelry, of scandal and which have seldom been in any motion picture. The spectator cannot help, being swept away by the vividness with which the actresses play the roles. Peter went wild over the film. Booked for only one night held on Broadway, almost before the audiences were



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Mail

"If this actor (Emil Jannings) does nothing else, his interpretation of the many-sided ruler will always be his monument. Two equally excellent actors support Jannings. One is Bernhard Goetzke as Menschikov, and the other is Dagny Servaes as Catherine. Her interpretation of the woman who brought tenderness into the life of Peter was none less than perfection."

Telegram

"Was originally booked for only one week at the Rivoli, and while it was expected it would appeal to patrons of the better films, the tremendous ovation accorded it was unlooked for. Not only did 'Peter the Great' break attendance records—but the audience actually cheered the film. Great praise has been showered upon Buchowetzki for the masterly production."

Big Picture Coming

Manager . . . . . is bringing to the . . . . . Theatre next . . . . . and . . . . . a motion picture that has been hailed both in this country and abroad as one of the outstanding film productions of the year—"Peter the Great."

Though the picture has an historical background, being the story of Russia's rise under Peter, the shipyard laborer who became a king, the main theme concerns the flaming romance of the Czar with the pretty daughter of the regiment, Catherine. Here are scenes of love-making and revelry, of scandal and intrigue, which have seldom been approached in any motion picture before. The spectator cannot help, it is said, being swept away by the gusto and vividness with which the actors and actresses play the roles. New York went wild over "Peter the Great." Booked for only one week, it was held on Broadway, almost indefinitely before the audiences were satisfied.

No Raise in Prices

In answer to inquiries, Manager . . . . . announces that there will be no raise in admission prices at the . . . . . Theatre next week while the big New York spectacle-romance, "Peter the Great," is being shown.

This is the film masterpiece which has been hailed by critics all over the world as the equal of "Passion" and other spectacular love-dramas. It has been called the Russian "Birth of a Nation," being the story of the loves, intrigues, heartbreaks and courage behind the rise of that country to world-power and centering around the famous romance of the Czar with a lovely peasant girl.

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Emil Jannings  
in the Paramount Picture  
'Peter the Great'

Production Mat IPA

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He first became known to American audiences through his masterful work in support of Pola Negri in her first picture, "Passion." Then came Paramount's

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Musical Comedy Star  
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Boy, have you seen Dagny Servaes!

Some Servaes, I'll asseverate! Slickest little morsel of femininity from across the ocean.

She's the lass who played with Emil Jannings in "The Loves of Pharaoh." She has the leading woman's role opposite Jannings, again in the Paramount production of "Peter the Great" at the . . . . . Theatre next . . . . .

Dagny is Europe's most beautiful woman and star of the Viennese musical comedy stage.

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"This Jannings is the greatest film actor in the world," said one prominent screen actor. "He makes the rest of us look like schoolboys."



# What the Metropolitan Critics Had to Say About Its Premier at the Rivoli Theatre

## Times

could serve as an inspiration for all producers for it gives a mood of the Russian Czar with compelling acting, remarkable settings, wonderful photography and lighting and sustained dramatic interest. It is an historical photodrama of all others of its kind and one in which the director has put upon his story and the acting to stir spectators without lag to anything in the form of hokum. In the course of the reels one is never conscious of tediousness and none of the in any way mars the production."

## Tribune

We consider Emil Jannings a remarkably fine actor, and he is surrounded by remarkably fine actors and actresses. There is also a wonderful community of spirit in the whole production. The think and act instead of merely being a background for the actors."

## Call

The film can be compared favorably with such books as Dumas. But, unlike Dumas, it is more sincere, less swash-buckling, more real. Where 'The Cabinet of Dr. Caligari,' excellent in its settings and acting, and where 'Passion' excelled in dramatic action, 'Peter the Great' rises to heights of freedom of expression and barbaric joyousness never before reached."

## Daily News

There is interest in it for everybody. For the flapper there is excitement; for the youth there is excitement; for scholars, the fact that it is as dramatic as fiction, is truth; for all others there are pathos and pathos of a sufficient amount."

## American

The story is historically dramatic; the settings effective, and the action is swift and compelling. There is war with Sweden—Patriarchs, mobs, court intrigues, and there are the extremes of love and beauty and sheer crudity. But it is all background for the characters' characterization, which is so real and vivid that one is along with the interpretation of the moods of the tyrannic ruler, a tender father, a subjugating wooer, and a remorseful man. Dominating his entire consciousness, apart from the pity for his love for Catherine, flames his one passion—"I die—but she lives."

## Telegraph

is impressive, interesting, tragic and romantic. 'Peter the Great' is intended to be a companion picture to the Emil Jannings' productions, 'Deception,' 'The Loves of Pharaoh,' and 'Passion,' and they are of them."

## Mail

This actor (Emil Jannings) does nothing else, his interpretation of the many-sided ruler will always be his monument. Two excellent actors support Jannings. One is Bernhard Goetzke as Schikoy, and the other is Dagny Servaes as Catherine. Her interpretation of the woman who brought tenderness into the life of the ruler was none less than perfection."

## Telegram

was originally booked for only one week at the Rivoli, and while it was expected it would appeal to patrons of the better films, the enormous ovation accorded it was unlooked for. Not only did it break attendance records—but the audience actually enjoyed the film. Great praise has been showered upon Buchowetzki's masterly production."

## Big Picture Coming

Emil Jannings is bringing to the Rivoli Theatre next week a motion picture that has been hailed both in this country and abroad as one of the outstanding film productions of the year—"Peter the Great."

Though the picture has an historical background, being the story of the rise under Peter, the shipowner who became a king, the same concerns the flaming romance of the Czar with the pretty girl of the regiment, Catherine. The scenes of love-making and of scandal and intrigue, have seldom been approached in motion picture before. The director cannot help, it is said, being swept away by the gusto and the play of the actors and actresses. New York will play over "Peter the Great" for only one week, it was expected. Broadway, almost indefinitely, the audiences were satisfied.

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and law courage, under the leadership of one of the world's greatest and bravest men, from the ignominious position as cat's paw for little nations to the glorious position as world-power.

It is the story of the loves and exploits of a lovable, intensely human man—Peter. It shows him in moments of passion with many women; it shows him stealing the heart of the voluptuous tiger-woman, Catherine, away from his own prime minister and making her his; it shows him fighting a conspiracy headed by his own son and in hand-to-hand conflict with the assassin who invades the Czar's private bedroom on his wedding night; it shows him joking, dancing, fighting, living the most intense, colorful, thrill-filled life you could imagine.

Dimitri Buchowetzki, lately brought to this country to direct Pola Negri pictures, and Ernst Lubitsch are Europe's leading motion picture directors. Both are equally famous and equally good. Buchowetzki's masterpiece is "Peter the Great," produced in Paramount's own great European studio.

Many critics consider Emil Jannings the foremost motion picture actor in the world, the superior of any American player. He was the star of "Passion," "Deception" and "Loves of Pharaoh"—in every one of them a marvelous performer. "Peter the Great" is the best performance Jannings has yet offered. It ought to be compulsory for every American film actor to see this picture.

The heroine of "Peter the Great" is Dagny Servaes, famous as the most beautiful woman in Europe and Vienna's leading musical comedy favorite. Barons and earls are prostrate at the feet of the fair Dagny across the sea, and you can bet your life your people, especially the men, will fall for her too. She is a wonderfully warm, palpitating lady.

Tell your people these facts and help put the picture over. "Peter the Great" deserves every bit of showmanship you've got. It was a sensation when it ran on Broadway. Look at the enthusiastic reviews on this page! It has never been released generally before. Play it for a clean week, but give it a clean break by booking it up with advertising and showmanship.

Tell your folks that this is the inside story of the intrigues and heart affairs and scandals at the Russian courts that caused the Czars to fall; the story of the most flaming romance in all history, of the infatuation of Russia's Czar for a pretty daughter of the regiment.

Give free tickets to all Peters in town. Advertise the picture as "Latest News from Russia—"Peter the Great." Tie up with history classes at the high school and other educational institutions. In fact, this picture is a great historical document, authentic in every detail. Every highbrow organization in your town ought to be interested.

But don't think "Peter the Great" is dry or not up to date. Take a slant at some of the love scenes in the trailer!

Advertise: "New York raved over 'Peter the Great.' Come and see what YOU think of it."





# "Peter the Great" with A GREAT LINE OF AIDS TO

*"If It's Worth Running, It's Worth Winning"*

## It's Color INSERT C

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ATTRACTIVE CARDS TO DRESS YOUR LOBBY  
(Eight in a Set)

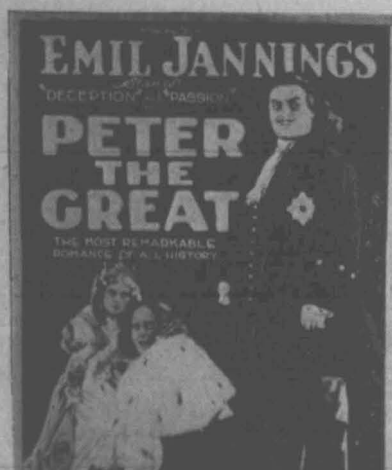
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POSTERS (as illustrated on this page)		One Column .....	.05
One Sheet (1A) .....	\$.15	Two Column .....	.10
Three Sheet (3A) .....	.45	Supplementary (Two Column) (Adv. Only) ..	.10
PHOTOS FOR YOUR LOBBY		FOR GENERAL EXPLOITATION	
11 x 14 (Set of Eight) .....	\$.00	WIT-EDGED FRAMES, (SIZE 11 x 14 IN.) ..	1.50
For Newspaper Ads		Insert Cards (14 x 36 in. to fit above) .....	.25
ADVERTISING CUTS		Announcement Slide .....	.15
One Column .....	.35	Publicity Photos, Each .....	.10
Two Column .....	.65	Trailers—National Screen Service	
Supplementary (Two Column) .....	.25	126 W. 46th St., New York City	
		845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive Street, Los Angeles, Cal.	
		284 Turk St., San Francisco	

Press Books and Music Cues are Gratis.



## Slid

Fire the first  
in your camp  
by flashing  
slide.

Only fifteen



# "Peter the Great" with Emil Jannings AT LINE OF AIDS TO LINE UP THE FANS

*"If It's Worth Running, It's Worth Advertising"*

## It's Colored INSERT CARD

Inserts cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!



YOUR LOBBY



SET OF EIGHT BEAUTIFUL LOBBY  
(Each 11" x 14")

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W. 46th St., New York City  
So. Wabash Ave., Chicago, Ill.  
So. Olive Street, Los Angeles, Cal.  
Turk St., San Francisco  
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## TRAILER

You can secure an excellent Service Trailer on "Peter the Great."

It consists of main title and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

You can secure a regular trailer service on all productions at the cost of \$25.00 monthly.

Ask your Paramount exchange or order direct from National Screen Service, 126 West 46th Street, New York; 845 South Wabash Avenue, Chicago; 917 South Olive Street, Los Angeles, or 284 Turk Street, San Francisco.

WIRE OR WRITE—GIVING  
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Fire the first gun  
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Only fifteen cents



See also the one-column  
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side.

To make ads out of pro-  
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# at" with Emil Jannings IDS TO LINE UP THE FANS

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The amazing record of the Greatest Lover in History.

## Slide

Fire the first gun  
in your campaign  
by flashing this  
slide.

Only fifteen cents



See also the one-column  
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To make ads out of pro-  
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ATTRACTIVE CARDS TO DRESS YOUR LOBBY  
(Eight in a Set)

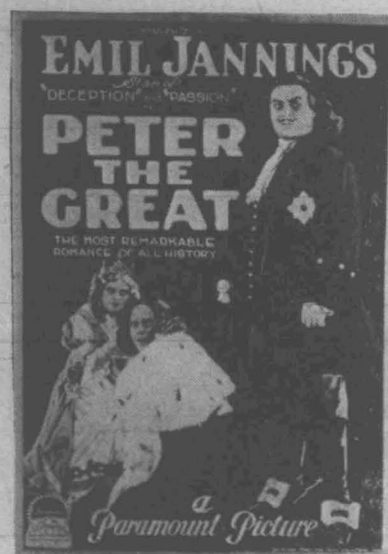
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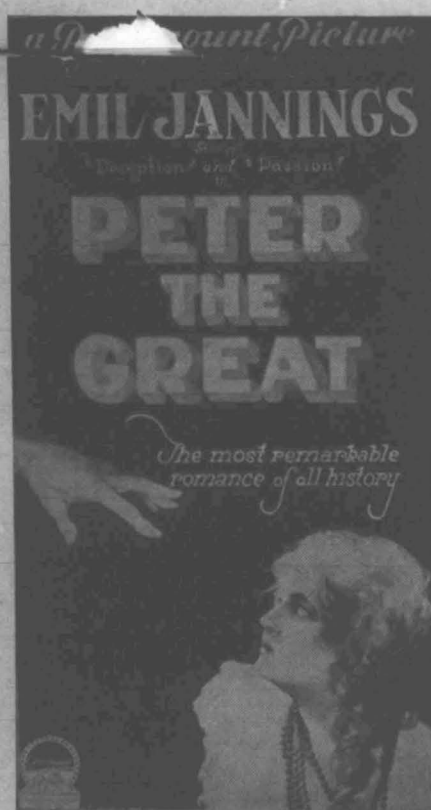
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Three Sheet (3A) .....	.45	Supplementary (Two Column) (Adv. Only) ..	.10
<b>PHOTOS FOR YOUR LOBBY</b>		<b>FOR GENERAL EXPLOITATION</b>	
11 x 14 (Set of Eight) .....	.60	GILT-EDGED FRAMES, (Size 17 x 43 in.) ..	1.50
<b>For Newspaper Ads</b>		Insert Cards (14 x 36 in. to fit above) .....	.25
<b>ADVERTISING CUTS</b>		Announcement Slide .....	.15
One Column .....	.35	Publicity Photos, Each .....	.10
Two Column .....	.65	<b>Trailers—National Screen Service</b>	
Supplementary (Two Column) .....	.25	126 W. 46th St., New York City	
		845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive Street, Los Angeles, Cal.	
		284 Turk St., San Francisco	

Press Books and Music Cues are Gratis.



One-Sheet Poster 1A



Three-Sheet Poster 3A



ADOLPH ZUKOR  
AND  
JESSE L. LASKY  
present

## "Peter the Great" with Emil Jannings A Paramount Picture

**H**ISTORY'S pages never held a more amazing record than this love-flaming story of Russia's great king.

Now it lives upon the screen—a thousand times more thrilling than all the modern love stories put together!

## Slide

Fire the first  
in your camp  
by flashing  
slide.  
Only fifteen  
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## The



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Two-Column Press Advertisement 2A

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284 Turk St., San Francisco  
es are Gratis.

# PETER the GREAT

THE MOST REMARKABLE  
ROMANCE OF ALL  
HISTORY



A Paramount Picture  
Produced by FAMOUS PLAYERS-LASKY CORPORATION

# PETER THE GREAT

SET OF EIGHT BEAUTIFUL LO  
(Each 11" x 14")

## TRAILER

You can secure an excellent Service  
Trailer on "Peter the Great."

It consists of main title and 75 feet of  
carefully selected scenes. This costs \$5.00,  
and \$1.50 refund is allowed if you return  
the trailer within two weeks of shipment.

You can secure a regular trailer service  
on all productions at the cost of \$25.00  
monthly.

Ask your Paramount exchange or order  
direct from National Screen Service, 126  
West 46th Street, New York; 845 South  
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WIRE OR WRITE—GIVING  
EXACT PLAY DATES

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## Slide

Fire the first gun  
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Only fifteen cents  
each.



See also the one-column  
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side.

To make ads out of pr  
duction scenes, just ad  
copy and border.

In ordering be sure  
mention numbers und  
each cut.

## The Film Sensational



NEW YORK went wild over it!  
The coldest critics heaped  
praise upon it! All attendance rec-  
ords went tumbling before this  
smashing hit!

When a picture does that, it ap-  
peals to no one class—it's *everybody's*  
picture.

YOU will like it!

Best  
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dramas



Emil Jannings and Dag  
the Paramount Pictu  
Two-column





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The amazing record of the Greatest Lover in History.

## Slide

Fire the first gun in your campaign by flashing this slide.

Only fifteen cents each.



See also the one-column ad and one-column production mat on other side.

To make ads out of production scenes, just add copy and border.

In ordering be sure to mention numbers under each cut.



Dagny Servaes in the Paramount Picture "Peter the Great"

Production Mat 1PB

(Five cents apiece at your local exchange. Two-color below 10 cents.)

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When a picture does that, it appeals to no one class—it's everybody's picture.

YOU will like it!

Best of all love and adventure dramas



Emil Jannings and Dagny Servaes in a scene from the Paramount Picture "Peter the Great."

Two-column Production Mat 2P

Two-column Supplementary Press Ad 2AS



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